

**SOCIAL MARKETING:
TRANSPORTATION THERAPY
FOR THE
21ST CENTURY**

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WHY “SOCIAL MARKETING?”

- To address “vehicle” attributes which have systemic and social dimensions, e.g., safety, efficiency, and emissions.
- To discover, and to facilitate, the expression of values related to systemic/social attributes such as views of personal health, fairness, and stewardship.
- To facilitate citizen/consumer participation in policy formation and market processes.

THREE REALMS OF CITIZEN/CONSUMER RESPONSE

1. Status quo
2. Historical Dislocations
3. Continuous change and adaptation

TRANSPORTATION THERAPY

Giddens's Structuration Approach

The transformation of time and space in modernity and the impact of that transformation on culture.

Two concepts to define:

- Reflexivity

Giddens (1984) defines reflexivity

“...not merely as ‘self consciousness’ but as the monitored character of the ongoing flow of social life. To be a human being is to be a purposive agent, who both has reasons for his or her activities and is able, if asked, to elaborate discursively upon those reasons...”

Taking a more epistemological bent, Pierre Bourdieu (1977) views the research process itself as a reflexive activity; researcher and participant are engaged in a mutual critical examination of particular practices or choices.

- Lifestyle

“Lifestyles are routinized practices, the routines incorporated into habits of dress, eating, modes of acting, and favored milieu for encountering others; but the routines followed are reflexively open to change in light of the mobile nature of self identify.” (Giddens, 1991)

Giddens is talking primarily about the effects of standardizing time and maps, both which erode traditional organization of ways of life by connecting local societies to globalized space, unitary history, and commodified production. In the absence of traditional signposts

(particularly local time and space) self-identity becomes mobile. Individuals are forced into what Giddens calls a *reflexive project of the self* (or in other words, lifestyle formation).

Personal transportation, in particular the automobile, has become one of the primary tools for individuals to formulate lifestyles in the absence of localized culture.

Our choices of methodologies for observing behavior must be made then with an eye to the reflexive formation of lifestyle. We require methods that allow us to position ourselves not as observers or interpreters, but as facilitators in settings in which researcher and subject explore options, reasons, courses of action together.

The role of transportation in modernity and globalization of everyday life

- Households reflexively organize their activities into activity spaces using travel and communication tools to mediate time and space.
- Household adaptation to new tools can be explored in experimental contexts in which they practice reorganizing their activities around the new set of travel and communication tools.
- Guided reflexive discourse is therapy.

SOCIAL MARKETING

“Social marketing is the application of commercial marketing technologies to the analysis, planning, execution, and evaluation of programs designed to influence the voluntary behavior of target audiences in order to improve their personal welfare and that of their society.” (Andreasen, 1995)

- Focuses on the welfare of the target audience and their society, not the marketers and theirs.
- Emphasizes the subject-object relationship between citizens and policy and between consumers and markets.

The concept of sustainability—no matter how narrowly or broadly defined—translates into a slate of policies that would affect all our daily lives. Therefore it is necessary to enlist the consumer/citizen in the process of policy formation through social marketing.

SOME QUESTIONS IN THE DESIGN OF SOCIAL MARKETING

Are We Selling Ideas? If so, what ideas exist among citizen/consumers?

Kempton, Boster, and Hartley (1995)

Environmental Values in American Culture

Mental Models and Cultural Models

- Mental models are simplified representations of the world that allow us to interpret observations, generate inferences and solve problems.
- Cultural models are mental models shared by a social group.
- Are there multiple cultural models?

Two stages of research— therapeutic

1. Semi-structured interviews, a script of open-ended questions.

- Interviews conducted of “laypersons” and “specialists.”

Specialist groups included environmental activists, coal miners and lobbyists, automobile engineers and lobbyists, and congressional staff dealing with environmental or energy issues.

- 43 interviews.

2. Closed-form questionnaire, 149 items, drawn from interviews.

- Distributed to five groups: Earth First!, Sierra Club, laypersons, dry cleaners, sawmill workers.
- 173 questionnaires.
- Exercise some caution based on sample size and representativeness.

Laypersons

Percent in agreement.

Reducing pollution is a more effective way to prevent global climate change than energy conservation.					
Earth First!	Sierra Club	Public	Dry cleaners	Sawmill workers	Asilomar '99
21	36	66	59	67	30

- Do not see the connection between global warming and efficiency because they apply a cultural model of pollution.
 1. Pollution consists of artificial chemicals, not natural substances.
 2. These chemicals are toxic to humans and other life.
 3. Sources are predominately industrial and automotive.
 4. Pollution is fixed by installing additional filtering equipment.

Energy Efficiency

Specialists

- Refer to “energy conservation” primarily in terms of higher efficiency—getting more out of the same level of resources.

Laypeople

Percent in agreement.

Energy conservation means doing without some things that give us comfort and enjoyment.					
Earth First!	Sierra Club	Public	Dry cleaners	Sawmill workers	Asilomar '99
21	36	66	59	67	39

Automotive Efficiency Standards

- Laypersons do not disagree with requiring higher efficiency.

Percent in agreement.

We should not force the auto companies to make cars with higher gas mileage. Instead we should discourage people's excessive use of their cars.					
Earth First!	Sierra Club	Public	Dry cleaners	Sawmill workers	Asilomar '99
32	22	33	37	30	39
The problem I have with requiring fuel efficient cars is that I would resent the infringement of my personal liberty to be told I couldn't drive a particular kind of car.					
0	18	27	30	41	24

Fossil Fuel Tax

Fuel tax proposal—100 percent tax on the price of gasoline.

Laypersons

Percent in agreement.

People should pay the environmental cost of the things they buy. Products should be taxed depending on their effect on the environment.					
Earth First!	Sierra Club	Public	Dry cleaners	Sawmill workers	Asilomar '99
97	85	70	77	48	98

- Most laypersons support environmental taxes in general, most accept this logic for fuel taxes.

Percent in agreement.

I would still buy the same amount of gasoline no matter how high the price went, it's a necessity.					
Earth First!	Sierra Club	Public	Dry cleaners	Sawmill workers	Asilomar '99
16	37	53	60	44	33
Energy conservation will work better if we price energy correctly through higher fuel taxes to make efficient energy use in people's own interest.					
100	76	73	50	30	89

- Lay environmentalists appear to be closer to the “expert” analyst and economic perspective—energy use depends on price.

Lifestyle change (behavior) or technology

- Opinion appears divided as to the potential contribution of changing technology versus changing the way Americans live.

Percent in agreement.

We don't have to reduce our standard of living to solve global climate change or other environmental problems.					
Earth First!	Sierra Club	Public	Dry cleaners	Sawmill workers	Asilomar '99
23	59	60	63	67	64
Americans are going to have to drastically reduce their level of consumption over the next few years					
90	74	87	69	67	36

Percent in agreement.

If we could get people to change their lifestyle, we wouldn't need new technology to prevent global climate change.					
Earth First!	Sierra Club	Public	Dry cleaners	Sawmill workers	Asilomar '99
61	42	38	43	41	39
You should not force people to change their lifestyle for the sake of the environment.					
0	0	27	13	41	Oops!

- Divided opinion, contradiction—plenty of room for conversation. And conversation—listening—is the first step.

Listening— Summary of Kempton et al.

- Differences in cultural models lead to different prescriptions for global warming
- Specialists more likely to offer relevant “first cut” solutions. More likely to offer efficiency within existing fuel pathway.
- Layperson most likely to offer wholesale changes of energy pathways than they are to offer fuel efficiency.
- Laypersons don’t offer fuel efficiency because they make no connection between efficiency and the environment.
- Laypersons apply an incorrect cultural model—pollution—to the problem of global warming.
- Laypersons don’t connect efficiency to the environment; they do support efficiency gains.

Asilomar '99

- We tend to share the “specialists” view of the role of efficiency vs. pollution control in solving GHG emissions.
- These views are similar to the environmentalist groups, but not other lay groups.
- All groups accept the (proffered) logic for environmental taxes. We may understand the impacts on our (own?) wallets better than all but the environmentalists groups.
- We are as conflicted about the relative role of lifestyle and technology.

What about Social Instrumentation?

The presentation of group behavior

- Passive Feedback, e.g., policy goals or requirements.

Comparative labeling, e.g., how does this vehicle compare to all other vehicles, all other vehicles in class

- Active feedback

“Relevant time” feedback of actual group behavior.

Rothstein. (1980) Television Feedback Used to Modify Gasoline Consumption. Behavior Therapy.

Local evening news spots used to show gasoline consumption for Midlands-Odessa, TX, provide a fuel saving tip, and stir competition between the two cities.

Intriguing, but not therapeutic. Questions: Do you watch the NBC evening news? Did you watch last night? Did you see the information on fuel consumption? Do you remember last night's fuel saving tip? Do you remember any of the tips? Have you applied any of the tips? Tell me about a specific instance? Did you already do this, or did you start once you heard the tip on the news?

To whom are we selling?

A more concrete example of the importance of knowing your market—listening, identifying who is your market, and who else they think is in the same market.

Assuming one wished to sell EVs, to whom would we market them?

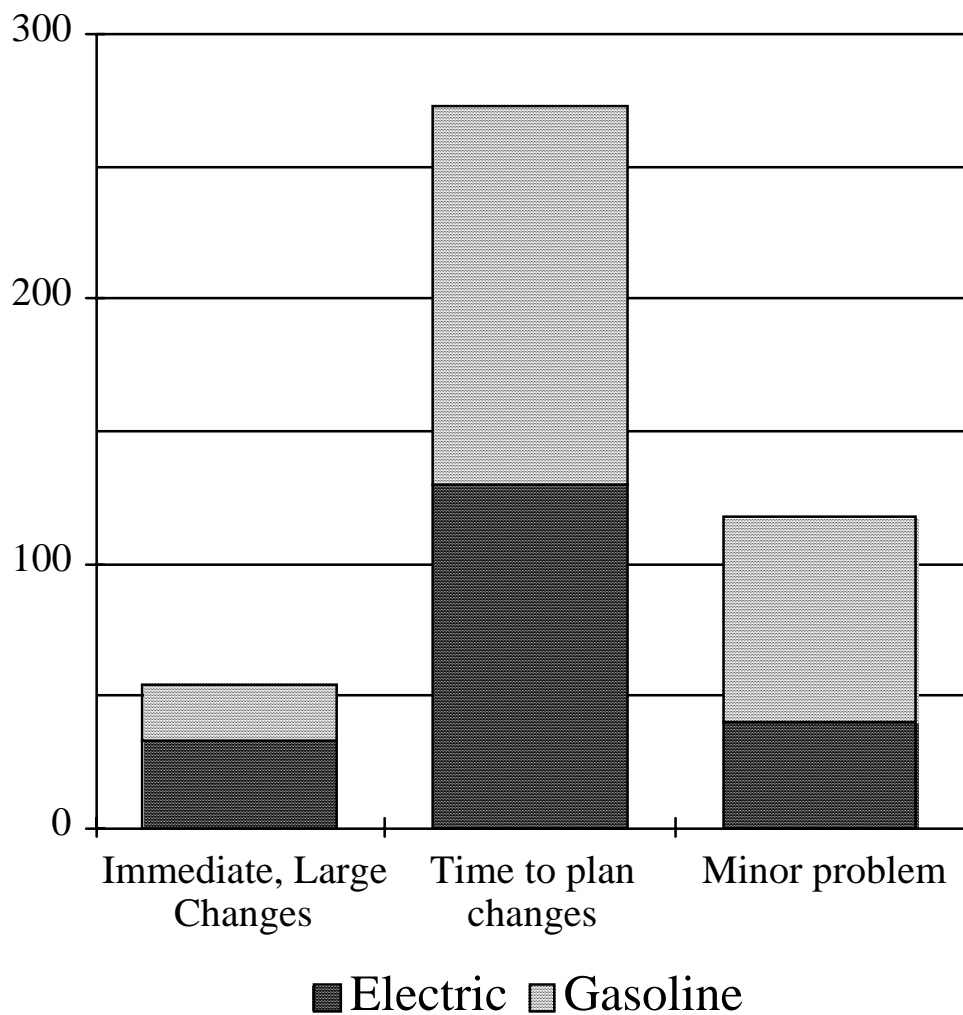
Competing approaches to initial household markets for EVs.

- 1) Wealthy households, strongly motivated by environmental concerns regarding air quality.
- 2) Households who determine that EVs are practical travel tools that give expression to a wider set of household lifestyle goals, within the context of multiple travel and communication tools

Turrentine and Kurani, 1996.

Depending on the assumptions about the types of EVs and HEVs made available, this choice translate into market shares of 13 to 15 percent, not counting fleets and households outside our “hybrid household” sample. Therapeutic research model.

Choice of Electric or Gasoline, by Immediacy and Amount of Lifestyle Change to address Environmental Problems. Situation One.



Market selection criteria:	EV Market Share
Believe large and immediate lifestyle changes are required to solve environmental problems, and...	
...willing to pay a 10% or greater premium for goods that does less harm	2%
...willing to pay a 20% or greater premium	1%
...willing to pay a 30% or greater premium	0%
...household incomes equal to or greater than the median (\$60,000 to 69,999)	1%

If we “model” our sample with the first model, we get non-existent market estimates—just like the Ford study. Who you think your market is, matters.

MARKETING, POLITICS, AND SUSTAINABILITY

Social marketing (as modified by the therapeutic model of research)

Intended to:

- engage citizen/consumers in policy/market processes;
- engage citizen/consumers with specialists—researcher as facilitator to guide reflexive discourse;
- facilitate the expression of their values and demands by identifying them to policy makers, service providers, and producers; and,
- create social marketing infrastructure to facilitate change on a continuous basis and enhance preparedness for historical dislocations.

Social marketing (as modified by the therapeutic model of research)

- Each of you can leave with a bit of reflexive social instrumentation—a (very) incomplete measure of this group's beliefs, this group's relation to other samples of citizen/consumers, and your beliefs in relation to them.

Market Segmentation

- When someone says “Consumers will do this,” or “Citizens won't support that,” ask yourself what the appropriate qualifier is to put in front of the word “consumers” and “citizens.”
- Who are these citizen/consumers?
- Why will they or won't they act?
- How many are there? What portion of sales do they represent? What portion of profits do they represent? What portion of voters do they represent?
- “The market” is a misnomer; there are many markets.

Hundreds of makes and models. Auto company market segmentation models can contain more than 40 distinct segments.

- Turrentine and Kurani (and Sperling and Lee-Gosselin and...) suggest a market for E-drive vehicles differentiated by range, life stage of the household, existing vehicle purchase and use behaviors.
- Turrentine and Kurani (1996) developed markets for EVs, GRHEVs and NGRHEVs based on the relative advantages of three systems of consumer benefits flowing from three systems—recharging, social/environmental, and drive train.
- Tashchian, Tashchian, and Slama (1983) suggest a policy “market” segmented by household life cycle.
- Golob and Hensher (1998) find differences in attitudes toward global warming and transportation policy measures based on predominant commute mode.

It may have been lifestyle all along.

- Kempton, Boster and Hartley (1995) reveal different cultural models, each more likely to support different policies.

Citing their work, plus other studies of the relationship between consumption levels and perceptions of how satisfying various lifestyles may be:

“...environmental polices intended to stimulate major lifestyle changes deserve more serious consideration than they have received to date. Most mainstream environmental activists, and virtually all analysts, have avoided suggesting any change in level of consumption. In this area, the public at least claims they are willing to do what the advocates will not promote and the analysts have not studied...”